Digital Enterprise Summit

NEW TECHNOLOGY + NEW BUSINESS PROCESSES = IMPROVED SERVICES

Digital Remodeling
for better citizen access

May 5, 2014

Georgia Tech Global Learning Center

Atlanta, Georgia

A technology summit
hosted by:

GTA
Georgia Technology Authority

Welcome

Adapting the way we do business

I am pleased to extend my warmest regards to the attendees of the 2014 Technology Summit, hosted by the Georgia Technology Authority. On behalf of the State of Georgia, it is a pleasure to be a part of your event. Please allow me to welcome your distinguished guests, keynote speakers, and other attendees.
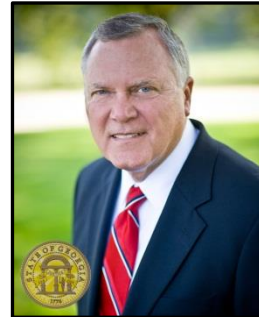
Online services stand out as an invaluable way of connecting with the constituents we serve. In many cases, citizens prefer it, and we have to be ready to meet these expectations. Online services have truly become a key to efficient state government, a strategic goal of my administration.

New technologies enable business models that can benefit Georgians as we adapt the way we do business. Successful companies are finding new ways to provide more reliable and efficient delivery to their customers. By pairing emerging technologies with new business processes, we can improve services for Georgia citizens. As is often the case, success hinges on team involvement. Business and financial managers have to be engaged if we are to succeed in expanding citizen access to services.

I greatly appreciate your participation in today's summit, and I encourage you to take full advantage of the opportunity. I commend the Georgia Technology Authority for hosting this event and all sponsors for their donation to this cause. I send my best wishes for an educational and enjoyable summit.

Nathan Deal
Governor

Welcome

Digital Remodeling for Better Citizen Access

Welcome to *Digital Remodeling for Better Citizen Access*, an IT summit about the digital enterprise. Our goal: Achieve a fuller understanding of how we can advance a digital enterprise in government. IT's part in that is to support the business goals by strategically leveraging technology most effectively. To get real leverage and improve services to citizens, business processes must change accordingly.

Increasingly Georgia citizens and others we serve expect nearly 24/7 access to the services our agencies and entities provide. Today's technology opens those possibilities. Pair that technology with business processes tuned to fit digital delivery, and we can hope to make real headway in serving our customers, the way *they* want to be served.

Again this year we looked to an advisory committee comprised of state and local government representatives to help choose topics for our general and breakout sessions, and I want to thank that committee for its guidance. You will find a list of members on page 3.

My thanks, too, to the summit's corporate sponsors. They are here to share with you their expertise on digital enterprise. And, their generous financial support allows us to offer the summit at no charge to public-sector organizations. A listing of sponsors begins on page 12.

This is another in our series of summits focused on the state's IT enterprise. We want to ensure today's event and future summits meet your information needs. Please help us do so by completing the survey form in your information packet and leaving it with us. Let us know what you think.

Sincere thanks for investing your valuable time to participate in the digital enterprise summit. I hope you find it stimulates your thinking on how to best serve your customers.

Calvin Rhodes
Chief Information Officer, State of Georgia
Executive Director, Georgia Technology Authority

Advisory Committee

The Advisory Committee helped select topics for today's summit, and GTA extends its appreciation for their time and insights. The following business and technology executives from Georgia state and local government agencies contributed:

Michael Cuccaro, Administrative Office of the Courts

Tom Fruman, Georgia Technology Authority

Vince Harris, Department of Community Health

Jamie Howgate, Department of Public Health

Carol King, City of Atlanta

John Martin, Department of Natural Resources

Tony Mazza, Administrative Office of the Courts

Steve Nichols, Georgia Technology Authority

Gene Quinn, Department of Corrections

William Rutherford, Department of Community Affairs

Jay Terrell, Fulton County

Joe Webb, Georgia Technology Authority

Alice Zimmerman, Governor's Office of Planning and Budget

Agenda

|	
8 a.m.	**Registration and information**
8 a.m.	**Networking breakfast**

9 a.m.	**General session**
	
	Opening remarks
	Calvin Rhodes, Chief Information Officer, State of Georgia, and Executive Director, GTA
	
	Message from the Governor's Office
	Teresa MacCartney, Chief Financial Officer, State of Georgia, and Director, OPB
	
	Keynote: **Using the learning loop for better customer service in government**
	We get better at almost anything through a learning loop that:
	  1. observes and measures feedback from previous efforts
	  2. analyzes that feedback to assess next-step options
	  3. chooses from those options to determine next-step actions
	  4. coordinates those actions to gain the next-step result
	
	This session will apply the learning loop to IT-augmented customer service in government. What data and digital tools are newly available? How can we use them to improve our analysis, procedures for choice and decision-making, and then our eventual coordination and control of service delivery? With governments under powerful new and lasting global pressures, learning loop answers are becoming mandatory for 21st century success.
	
	Jerry Mechling, Gartner, Inc.

10:30 a.m.	**Break**
10:45 a.m.	**Breakout sessions** **Security program management from a leadership perspective** EY, Brad Duncan, Bruno Haring
	Big data: more than buzz, a new way to do business HP, Jim Ferguson
	Digital transformation: applying commercial insights to government Accenture, Lisa Mitnick
	Introduction to cloud computing with Amazon Web Services Amazon Web Services, Leo Zhadanovsky

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	Innovations in state government technology: a business perspective Binary Structures Corporation, Mike Farnsworth, Joe Grubbs
11:35 a.m.	**Luncheon** Networking, with table-by-table discussion of digital enterprise topics
1:10 p.m.	**General Session** *Keynote*: **The future of IT** What is the future of IT? This session will focus on customer-centric government, including integrating new technologies to bring services to citizens and how governments can keep up with demands for better online services. David Behen, Michigan CIO and Director, Department of Technology, Management and Budget
2:30 p.m.	**Breakout sessions** **Cyber trends and emerging threats** FBI, David West
	Person-centric technologies as disruptive force in public sector Deloitte, Gregg Bailey
	How Drupal is transforming Georgia's web presence Georgia Technology Authority, Nikhil Deshpande Phase2 Technology, Felicia Haynes, Greg Wilson
	The Digital Georgia grant - technology funding for Georgia Panel moderated by Georgia Technology Authority
3:20 p.m.	**Break**
3:30 p.m.	**Breakout sessions** **Redesigning processes to take advantage of mobile technology** AT&T, Doug Carletta
	Aligning infrastructure to meet new needs - a roadmap to successful private cloud services Oracle, Glenn Miller

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	Platform of the possible – social media in the public sector Salesforce.com
	Optimizing state government: processes to benefit citizens IBM, David MacDonald Medical University of South Carolina, Stewart Mixon
	Aligning business needs with IT capabilities – DNR's "Georgia Outdoor Map" Georgia Department of Natural Resources, John Martin
4:20 p.m.	**Closing remarks**

Georgia Tech Global Learning Center

Second Floor
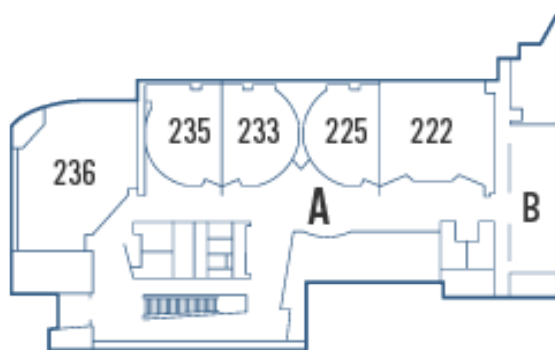
Third Floor

Keynotes

Jerry Mechling, (p. 10) of:

Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. We deliver the technology-related insight necessary for our clients to make the right decisions, every day. From CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors, we are the valuable partner to clients in over 14,000 distinct organizations. Through the resources of Gartner Research, Gartner Executive Programs, Gartner Consulting and Gartner Events, we work with every client to research, analyze and interpret the business of IT within the context of their individual role. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, USA., and has 6,100 associates, including more than 1,460 research analysts and consultants, and clients in 85 countries.

For more information, email info@gartner.com or visit gartner.com.

David Behen, (p. 8) of:

Michigan's Department of Technology, Management and Budget functions as the administrative arm of state government. It promotes a unified approach to information technology management and provides centralized administration of services including auditing, budgeting, employee resources, financial services, fleet management, mail, printing, property management, purchasing, records management and retirement services for departments and agencies in the executive branch of state government. Its vision is to make Michigan's government one of the most innovative, efficient and responsive in the world.

For more information, visit michigan.gov/dtmb or email DTMB@Michigan.gov.

Digital Enterprise Summit

Presenters

Gregg Bailey
Deloitte – Director, Technology Strategy and Architecture

Gregg is a director for technology strategy and architecture with Deloitte Consulting. He has shaped agile and effective IT organizations in private and public sector. Prior to joining Deloitte, he was CIO and assistant director for science and technology at US Department of Alcohol, Tobacco, and Firearms; assistant director for information technology with the FBI; and chief technology officer and director of engineering and architecture for The Church of Jesus Christ of Latter-Day Saints. Gregg is a recipient of several awards including the 2007 Presidential Rank Award – Meritorious Senior Professionals and Executives. He has contributed to a variety of publications and technical reports and has taught at universities for more than 20 years. He holds a Ph.D. and MA from New Mexico State University and a BS from Brigham Young University.

David Behen
Michigan Dept. of Technology, Management and Budget – Director, and Michigan CIO

David is Michigan's chief information officer and director of the Department of Technology, Management and Budget. He is responsible for setting strategic direction and ensuring timely delivery of state services. Through the DTMB he leads efforts to provide a full range of information technology and communications, facility management, financial, procurement, fleet and retirement services, among others. As state CIO, he directs development of IT resources to meet the growing needs of Michigan's citizens. David advises the Michigan governor on technology investments and implementing innovative IT programs. Michigan offers a full range of technology resources – from traditional desktop computers used by the state's workers to mobile applications that allow tourists to reserve campground spots or buy fishing licenses. David leads development of Michigan's high-impact, innovative, market-competitive IT services.
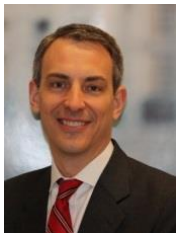
Brad Duncan
EY – Principal and Southeast Business Development Leader

Brad is the principal responsible for coordinating EY's relationship with various government agencies across the state of Georgia. He helps match the firm's capabilities to the business needs and challenges the state faces and ensures EY delivers on our commitments across all services we provide. During the last 24 months, Brad has delivered engagements at DBHDD, DPH, SAO, DJJ, DOR and GDOT to name a few. Brad is also EY's southeast business development leader, and serves as a member of the firm's southeast leadership team. Earlier he lived overseas and led business development for EY's United Kingdom & Ireland business unit. Prior to that he served in a number of EY business development roles while based in Atlanta and Cleveland.

Mike Farnsworth
Binary Structures Corporation – Vice President and Chief Technology Officer

Mike is vice president and chief technology officer for Binary Structures Corporation and serves as the program manager and technical lead for the cross sector digital identity initiative. With nearly 20 years of IT experience, Mike has served in many roles delivering multi-million dollar, leading-edge programs within the government, defense and healthcare IT sectors. He began his IT career in the defense industry and prior to beginning state service, served as a program manager for the mobilization, education, training, and security division for the 67th Combat Support Hospital in Wurzburg, Germany. As a state employee, Mike successfully delivered many statewide programs for the Virginia DMV over a 15-year period related to enterprise architecture, security, identity and online services. He is a member of many professional organizations, maintains numerous IT certifications, and is considered a thought leader in the identity management and large scale system implementation arenas.

Joe Grubbs
Binary Structures Corporation – Vice President and Chief Information Architect

Joe is vice president and chief information architect for Binary Structures Corporation. Prior to joining BSC, Joe was the Commonwealth of Virginia's enterprise information architect and has been a consultant in data management and geographic information systems (GIS) across levels and domains of government, business and higher education. Joe specializes in data governance and information architecture, and his technical skills include master data management, applied analytic

Presenters

and statistical methods and GIS-enabled spatial modeling. He has a master's of public administration degree from the University of Central Florida and a Ph.D. in urban affairs and public policy from the University of Delaware.

Bruno Haring
EY – Senior Manager, Advisory Services IT Risk and Assurance Practice

Bruno is a senior manager in the advisory services information technology risk and assurance practice of EY in Atlanta, Georgia, and has over 17 years of experience in information technology, information security, IT risk management and auditing, and project management. He has significant experience providing information security services as well as auditing various aspects of information technologies for clients in the banking, insurance, technology, media and entertainment, retail, healthcare and government industries in the U.S. and internationally. In addition to information technology risk advisory, Bruno has significant experience in the supervision of large scale IT initiatives and advisory oversight of technology integration engagements.

Felicia Haynes
Phase2 – Program Director

Felicia is a program director at Phase2 and is Phase2's project manager providing support directly to the Georgia Technology Authority team for the Georgia.gov Drupal platform. Also, she is the project manager for the OpenPublic product. Felicia works with company leaders to help define and implement processes and capabilities across project teams, while driving success for accounts within a program. She has a broad publishing and web background and previously oversaw the web development team at Morris Communications, responsible for newspapers, magazines, radio stations and other publications to create great websites and effective strategies for online publishing.

David MacDonald
IBM – Global Sales Director, Smarter Process software

David is IBM's director of global sales for Smarter Process software. He has been helping clients leverage technology to improve productivity and achieve their desired outcomes for more than 20 years. He is the executive responsible for a worldwide organization that generates more than $600M in annual revenue. Under David's leadership, IBM achieved #1 market position, with more share than the next four business process management vendors combined. David has held various IBM executive positions over the past 13 years, including leading the successful integration and unification of two acquisitions (ILOG and Lombardi). Prior to running IBM's Smarter Process sales team, he was business unit executive for WebSphere Software in US East Region. Before joining IBM, David held leadership roles at Siemens and Xerox. He earned an MBA from Rider University and a BA from Pace University.

John Martin
Georgia Department of Natural Resources – Chief Information Officer

John is chief information officer for the Georgia Department of Natural Resources. He is an IT professional with more than 25 years' experience in the design, implementation, operation and maintenance of technology products, services and processes. John is certified in all major industry standard process frameworks (CMMI, ITIL, COBIT, 6 Sigma, TQM), and has implemented process improvement programs to increase operational effectiveness and efficiencies in both the private and public sectors. He received a bachelor of science degree in information systems management from the University of Maryland, and earned an MBA from Wesley College of Delaware with a concentration in executive leadership. In addition, John holds a software engineering process management certificate from Carnegie Mellon's Software Engineering Institute and was also awarded a Certified Government Chief Information Officer designation from the University of North Carolina at Chapel Hill.

Presenters

Jerry Mechling
Gartner, Inc. – Research Vice President

Jerry is a Gartner, Inc. research vice president, with a primary focus on helping governments and their corporate and nonprofit partners with issues of strategic planning, work process innovation and implementation, governance, and information management and analysis. He is also a retired lecturer in public policy at Harvard University's John F. Kennedy School of Government, where he has written "Eight Imperatives for Leaders in a Networked World" (a series of policy papers for the Harvard Policy Group on Network-Enabled Services and Government) and "Finding and Funding IT Initiatives in the Public Sector" (a book by the Government Technology Press). Previously Jerry directed the office of management and budget for the City of Boston, and served as assistant to the mayor and assistant administrator for environmental protection for the City of New York. He earned a Ph.D. from Princeton University after undergraduate work at Harvard.

Glenn Miller
Oracle – Enterprise Architect

Glenn is an Oracle enterprise architect for public sector state and local customers. He has more than 30 years of experience in the IT field and has been with Oracle for 18 years. At Oracle, Glenn has managed a team of technical consultants in the public sector south region. He has worked closely with numerous state, county and city IT organizations on their enterprise architecture projects including data center consolidation, private cloud initiatives and specialized cloud services such as database-as-a-service. Earlier Glenn worked for Miami-Dade County's information technology department for 13 years in application development, database administration, and management. There he implemented applications for many departments including the courts, public safety, property appraiser, tax collector, and public works.

Lisa Mitnick
Accenture – Managing Director, Accenture Digital

Lisa is managing director, Accenture Digital, where she is responsible for mobility services for North America health and public service markets. She was named to Mobile Marketer's Mobile Women to Watch in 2013. Earlier, Lisa was responsible for Accenture mobility strategy, including mergers and acquisitions, alliances, research and pilots, and helped develop the group's thought leadership. She is a frequent speaker at industry conferences (e.g., Mobile World Congress, Government Mobility, Software & Information Industry Association, America's Health Insurance Plans), presenting on topics including enterprise mobility, digital transformation, mCommerce and mHealth. Lisa has worked in the communications, media and information services industry for more than 20 years. Before joining Accenture, she held a number of senior positions at Reed Elsevier, LexisNexis, Gartner, Corporate Executive Board and Coopers & Lybrand. Lisa earned a bachelor's degree in Asian studies from the University of Pennsylvania and an MBA from The Wharton School of Business.

Stewart Mixon
Medical University of South Carolina – Chief Operating Officer

Stewart is chief operations officer at the Medical University of South Carolina, a stand-alone academic health care center in Charleston. At MUSC he is responsible for providing leadership to functional areas including employee health and workers compensation, human resources management, insurance programs, mail, occupational safety, parking, press, public safety and law enforcement, radiation safety, transportation services and vending services. Stewart has led major systems implementation teams and is the team sponsor for MUSC's Teamworks implementation. He has emphasized optimization of internal processes and making them readily accessible to both staff and students. Stewart is a past president of the College and University Professional Association for Human Resources, an association that serves more than 9,200 human resource professionals in 1,600+ colleges and universities.

Presenters

Greg Wilson
Phase2 – Director, Public Sector Practice
Greg is director of Phase2's public sector practice and has responsibility for the direction, growth and success of the company's support to government clients. In this role, he helps grow Phase2's ability to partner with clients to build a 21st century government. Greg promotes transformation and innovation in IT investments by way of open source, open data and open systems. He works closely with the OpenPublic team to inform its roadmap and feature priorities. Greg has almost 20 years of experience in software development, IT program management, project management and software product strategy. He has a deep background developing software systems and data integration solutions and strategies.
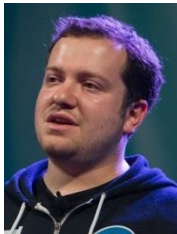
Leo Zhadanovsky
Amazon Web Services – Senior Solutions Architect
Leo Zhadanovsky is a senior solutions architect at Amazon Web Services. He helps customers best leverage AWS services to help them succeed in building highly available, scalable and elastic architectures for their business needs. Leo focuses on state, local, educational and EdTech customers at Amazon Web Services. He was previously director of systems engineering at the Democratic National Committee. From 2009 to early 2013, he ran the DNC's physical server and cloud footprint and supported infrastructure used by the Obama campaign, and by state and local Democratic parties. During those years the DNC successfully deployed and ran on AWS many applications (e.g., a call tool and voter registration website) written in Ruby. The DNC also supported the Obama campaign in 2012 with various backend APIs, websites, voter file databases and data warehouses.

Others:

Doug Carletta – AT&T

Nikhil Deshpande – Georgia Technology Authority

Jim Ferguson – HP

Warren Matthews – Georgia Institute of Technology

Eric Mcrae – Carl Vinson Institute, University of Georgia

Bill Price – Georgia Technology Authority

Suleima Salgado – Georgia Department of Public Health

John Silk – Georgia Telephone Association

David West – FBI

Accenture is a global management consulting, technology services and outsourcing company, with approximately 289,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$28.6 billion for the fiscal year ended August 31, 2013.

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Today, Amazon Web Services provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers hundreds of thousands of businesses in 190 countries around the world. Through our data center locations in the U.S., Europe, Singapore, and Japan, customers across all industries are taking advantage of our low-cost, elastic, open and flexible, secure platform.

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AT&T brings it all together for our customers, from revolutionary smartphones to next-generation TV services and sophisticated solutions for multi-national businesses.

For more than a century, we have consistently provided innovative, reliable, high-quality products and services and excellent customer care. Today, our mission is to connect people with their world, everywhere they live and work, and do it better than anyone else. We're fulfilling this vision by creating new solutions for consumers and businesses and by driving innovation in the communications and entertainment industry.

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AT&T U-verse is TV inspired by you. It's TV the way you want it, with tons of cool features and capabilities. AT&T is the only national TV service provider to offer a 100-percent IP-based television service. It's part of our "three-screen" integration strategy to deliver services across the three screens people rely on most – the mobile device, the PC and the TV.

As we continue to break new ground and deliver new solutions, we're focused on delivering the high-quality customer service that is our heritage.

Deloitte.

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HP helps public sector government, healthcare, and education customers achieve operational and service delivery excellence, and has for 70+ years.

HP provides infrastructure technology outsourcing and applications services, including business process outsourcing. We leverage the breadth of the HP product portfolio and our global delivery strategy to offer comprehensive IT services to more than 1,000 business and government clients in 90 countries.

We build strong and lasting high-value relationships by understanding client needs, meeting or exceeding their expectations, and providing outstanding service and quality.

- *California Department of Corrections and Rehabilitation* – HP is automating and streamlining offender data systems by consolidating existing databases and records, replacing manual paper processes, and upgrading and standardizing data and population management practices.

- *County of San Diego* – HP is providing complete IT outsourcing support (i.e., hosting, messaging, applications development and support, network, and help desk).
- *State of Oregon* – E-government program provides website infrastructure, hosted by HP, for more than 100 websites.
- *Maryland State Retirement Agency* – HP modernized applications technology by porting programs to.NET technology and increasing the agency's ability to improve processing efficiency.
- *Michigan Department of Natural Resources* – Retail sales system makes sports license buying convenient for customers.

HP is the premier provider of technology products and services that enable governments worldwide to better respond to citizens.

Contact Patrick Moore at 404-353-5415 or patrick.moore@hp.com. Visit hp.com/go/SLED.
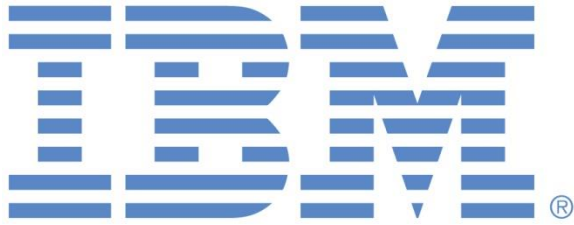
IBM, incorporated in 1911, is a widely held, publicly traded company listed on the New York Stock Exchange. Originally the Computing Tabulating Recording Company, it was renamed International Business Machines (IBM) in 1924. Today IBM is #20 on the Fortune 500 list. It reported 2010 revenues of $99.9 billion and employs 427,000 people in 170 countries.

Headed by chairman and CEO Ginni Rometty, IBM is among the world's largest information technology services companies, consisting of the world's largest business and technology services consultancy; hardware company and second largest software company; information technology financing company; and inventor.

IBM Software Group leverages the combined intellectual capital and resources of IBM's operating systems, middleware and applications software development teams. Its industry leading middleware products include those that facilitate a "Smarter Process."

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IBM Global Services is the world leader in global technology and business services, exceling in consulting and system integration, infrastructure services and strategic outsourcing.

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IBM Research is responsible for the invention of much of the technology underlying IBM products and services and the IT industry.

Learn more at ibm.com.

Oracle (NASDAQ: ORCL) is the world's most complete, open and integrated business software and hardware systems company. With more than 400,000 customers — including 100 of the Fortune 100 — in more than 145 countries around the globe, Oracle is the only vendor able to offer a complete technology stack in which every layer is engineered to work together as a single system. Oracle's industry-leading products give customers unmatched benefits including unbreakable security, high availability, scalability, energy efficiency, powerful performance and low total cost of ownership.

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Phase2 is a globally recognized leader in creating open source content solutions in both the public and private sector. We've designed and built high-traffic web systems for some of the world's most prominent organizations. One of the largest Drupal implementation firms worldwide, Phase2 has 100+ employees with offices located in DC Metro, New York, San Francisco, and Portland, OR. Our teams have contributed countless Drupal modules, and many of our team members are recognized experts in their field.

Since 2011, we have supported the Georgia Technology Authority and have led the architecture and development of the Georgia.gov state-wide content management platform - based on Drupal and OpenPublic (openpublicapp.com). We developed and maintain the OpenPublic Drupal distribution. OpenPublic is an open-source content management system (CMS) based on Drupal and tailored to the needs of government.

Phase2 also developed and maintains the OpenAtrium Drupal distribution (openatrium.com) - an open-source collaboration platform that enables organizations to securely create solutions such as intranets, social collaboration platforms, web portals or learning management systems.

Visit phase2technology.com.

Salesforce.com is the enterprise cloud computing leader dedicated to helping companies and government agencies transform into connected organizations through social and mobile technologies to connect with their customers, citizens, partners, and employees in entirely new ways. Since launching its first service in 2000, salesforce.com has built a list of 120,000+ customers who span multiple industries worldwide. The company's trusted cloud platform and apps are transforming 500 government agencies including the majority of the states and federal cabinet agencies that are using solutions for a multitude of functions – from CRM and call center management, to IT service management, social media monitoring, and others.

Digital Remodeling

for better citizen access

Georgia Technology Authority

47 Trinity Ave., S.W.
Atlanta, GA 30334
www.gta.georgia.gov